



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
951913-1	09/23/12	September 2012	08/27/12 - 09/21/12

<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>	<u>Sales Region</u>
WCVB	Scott Tarka	Boston	Local

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Obama/D/President	Candidate Orders	1775

<u>Flight Dates</u>	<u>Order #</u>	<u>Alt Order #</u>
09/15/12 - 09/21/12	951913	WOC10033641

<u>Billing Calendar</u>	<u>Billing Type</u>	<u>Deal #</u>
Broadcast	Cash	

<u>Special Handling</u>

<u>IDB #</u>	<u>Advertiser Code</u>	<u>Product Code</u>
9912856	95	101

<u>Agency Ref</u>	<u>Advertiser Ref</u>

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	09/15/12	09/21/12	5a Eyeopener	5-6a	MTWTF--	1:00	1	\$1,400.00	NM	
Weeks:	<u>Start Date</u> 09/15/12	<u>End Date</u> 09/21/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 1	<u>Rate</u> \$1,400.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WCVB	M	09/17/12	5:38 AM	5a Eyeopener	5-6a	1:00	0FA12G117H	\$1,400.00	NM
2	09/15/12	09/21/12	6a Eyeopener	558-7a	MTWTF--	1:00	1	\$3,000.00	NM	
Weeks:	<u>Start Date</u> 09/15/12	<u>End Date</u> 09/21/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WCVB	Tu	09/18/12	5:58 AM	6a Eyeopener	558-7a	1:00	0FA12G117H	\$3,000.00	NM
4	09/15/12	09/21/12	Good Morning America	658-9a	MTWTF--	1:00	1	\$1,600.00	NM	
Weeks:	<u>Start Date</u> 09/15/12	<u>End Date</u> 09/21/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 1	<u>Rate</u> \$1,600.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WCVB	F	09/21/12	8:59 AM	Good Morning America	658-9a	1:00	0FA12G117H	\$1,600.00	NM
5	09/15/12	09/21/12	LIVE WITH KELLY & MIC	9A-10A	MTWTF--	1:00	2	\$600.00	NM	
Weeks:	<u>Start Date</u> 09/15/12	<u>End Date</u> 09/21/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 2	<u>Rate</u> \$600.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WCVB	Th	09/20/12	9:55 AM	LIVE WITH KELLY & MICHAEL	9A-10A	1:00	0FA12G117H	\$600.00	NM
1	WCVB	F	09/21/12		LIVE WITH KELLY & MICHAEL	9A-10A	:00		\$600.00	NM
Credited										
6	09/15/12	09/21/12	STEVE HARVEY DAY	10-11a	MTWTF--	1:00	2	\$300.00	NM	
Weeks:	<u>Start Date</u> 09/15/12	<u>End Date</u> 09/21/12	<u>MTWTFSS</u> MTWTF--	<u>Spots/Week</u> 2	<u>Rate</u> \$300.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WCVB	M	09/17/12	10:20 AM	STEVE HARVEY DAY	10-11a	1:00	0FA12G117H	\$300.00	NM
1	WCVB	Tu	09/18/12	10:49 AM	STEVE HARVEY DAY	10-11a	1:00	0FA12G117H	\$300.00	NM
8	09/15/12	09/21/12	The View	1058-12n	MTWTF--	1:00	2	\$1,400.00	NM	
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log



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DUPLICATE INVOICE

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Advertiser	Product	Estimate Number	
Obama/D/President	Candidate Orders	1775	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	09/15/12	09/21/12	The View	1058-12n	MTWTF--	1:00	2	\$1,400.00	NM
09/15/12 09/21/12 MTWTF-- 2 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 09/17/12 11:30 AM The View 1058-12n 1:00 0FA12G117H \$1,400.00 NM 2 WCVB Th 09/20/12 11:33 AM The View 1058-12n 1:00 0FA12G117H \$1,400.00 NM									
9	09/15/12	09/21/12	Midday News	1158a-1230p	MTWTF--	1:00	2	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/15/12 09/21/12 MTWTF-- 2 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Th 09/20/12 12:28 PM Midday News 1158a-1230p 1:00 0FA12G117H \$1,200.00 NM 2 WCVB F 09/21/12 12:29 PM Midday News 1158a-1230p 1:00 0FA12G117H \$1,200.00 NM									
10	09/15/12	09/21/12	Millionaire	1228-1p	MTWTF--	1:00	4	\$1,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/15/12 09/21/12 MTWTF-- 4 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WCVB M 09/17/12 12:53 PM Millionaire 1228-1p 1:00 0FA12G117H \$1,000.00 NM 1 WCVB W 09/19/12 12:54 PM Millionaire 1228-1p 1:00 0FA12G117H \$1,000.00 NM 2 WCVB Th 09/20/12 12:54 PM Millionaire 1228-1p 1:00 0FA12G117H \$1,000.00 NM 3 WCVB F 09/21/12 12:53 PM Millionaire 1228-1p 1:00 0FA12G117H \$1,000.00 NM									
11	09/15/12	09/21/12	ELLEN EF	4P-5P	MTWTF--	1:00	2	\$1,400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/15/12 09/21/12 MTWTF-- 2 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB M 09/17/12 4:44 PM ELLEN EF 4P-5P 1:00 0FA12G117H \$1,400.00 NM 1 WCVB F 09/21/12 4:28 PM ELLEN EF 4P-5P 1:00 0FA12G117H \$1,400.00 NM									
13	09/15/12	09/21/12	Newscenter 5 at 6	6-630p	MTWTF--	1:00	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/15/12 09/21/12 MTWTF-- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 09/18/12 6:28 PM Newscenter 5 at 6 6-630p 1:00 0FA12G117H \$4,000.00 NM									
15	09/15/12	09/21/12	M-F Inside Edition	658-730p	MTWTF--	1:00	1	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/15/12 09/21/12 MTWTF-- 1 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB F 09/21/12 6:59 PM M-F Inside Edition 658-730p 1:00 0FA12G117H \$3,000.00 NM									
16	09/15/12	09/21/12	Chronicle	728-8p	MTWTF--	1:00	2	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/15/12 09/21/12 MTWTF-- 2 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB M 09/17/12 7:29 PM Chronicle 728-8p 1:00 0FA12G117H \$3,000.00 NM 2 WCVB W 09/19/12 7:36 PM Chronicle 728-8p 1:00 0FA12G117H \$3,000.00 NM									
18	09/16/12	09/16/12	This Week / C. Amanpour 10-11a		-----S	1:00	1	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 -----S 1 \$2,000.00									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																							
18	09/16/12	09/16/12	This Week / C. Amanpour 10-11a			-----S	1:00	1	\$2,000.00	NM																						
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WCVB</td><td>Su</td><td>09/16/12</td><td>10:59 AM</td><td>This Week / C. Amanpour</td><td>10-11a</td><td>1:00</td><td>0FA12G117H</td><td>\$2,000.00</td><td>NM</td></tr></table>											Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	Su	09/16/12	10:59 AM	This Week / C. Amanpour	10-11a	1:00	0FA12G117H	\$2,000.00	NM
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																						
1	WCVB	Su	09/16/12	10:59 AM	This Week / C. Amanpour	10-11a	1:00	0FA12G117H	\$2,000.00	NM																						
Total Spots							21																									

Payment Terms 30 Days

<u>Gross Total</u>	\$34,200.00
<u>Agency Commission</u>	\$5,130.00
<u>Net Amount Due</u>	\$29,070.00